

SANDY CITY
APPROVED CLASS SPECIFICATIONS

- I. Position Title: Communications Coordinator
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| <u>Revision Date:</u> | 07/18 |
| <u>EEO Category:</u> | Professional |
| <u>Status:</u> | Non-exempt |
| <u>Control No:</u> | 30110 |

II. Summary Statement of Overall Purpose/Goal of Position:

Under the direction of the Communications Director or his/her designee, performs various tasks and completes projects relating to communications, public relations, social media content, marketing and brand awareness. Assists Administration in promoting the city - its brand, events, operations and services to the residents.

III. Essential Duties:

1. Social Media and Resident Engagement

- a. Implement relevant and creative daily social media messaging.
- b. Monitor and respond to comments on all city social channels.
- c. Capture photos and video for social media posts.
- d. Execute social media campaigns for special projects.
- e. Coordinate Sandy's Facebook pages, as well as Instagram, Pinterest, Nextdoor and Twitter and create content for interactive apps.
- f. Actively use strategies to increase likes and social media engagement across all city social media channels.
- g. Update events calendar on the city website.
- h. Create content, write copy and messaging for city newsletter, printed publications, website, video scripts, blog, social channels, etc.
- i. Edit graphic files as needed and create simple graphics for social media and online posts.
- j. Work with city departments for news and content updates on web, digital and print channels.

2. City Communications & Marketing Coordination

- a. Provide marketing/promotional support on city events.
- b. Research and communicate events and city information through social media outlets to promote Sandy and tourism.
- c. Log all department project requests and coordinate kick-off meetings and project milestones.
- d. Assist in creating successful marketing campaigns.
- e. Promote all SandyNow! and Citizen Connect mediums and initiatives, including related databases.
- f. Work with city departments to assure consistency and uniformity to the public and media outlets.
- g. Coordinate city communications and maintain the Communication Departments annual content schedule.
- h. Help develop publications and documents for the city and departments, such as flyers, brochures, fact sheets, etc.

Miscellaneous/Other:

- a. Perform marketing research for special projects.
- b. Perform community surveys as needed.
- c. Organize media drive and maintain department permissions for M Drive
- d. Prepare presentations or materials for special project submittals.
- e. Schedule and upkeep city street banners
- f. Maintain and organize all print material paper archives including newsletters, special projects, utility inserts, etc.
- g. Collect and document news stories, ads and press releases regarding Sandy City.

IV. Marginal Duties:

- a. Perform other duties as assigned.

V. Qualifications:

Education: Bachelor's degree in communications, public relations, marketing, graphic design, or a related field preferred.

Experience: Requires three years related work experience with demonstrated competence in writing and social media. Experience with graphic design preferred. May substitute an equivalent combination of education and experience.

Certifications/Licenses: Valid Utah Driver's License is required.

Probationary Period: A one-year probationary period is a pre-requisite to this position.

Knowledge of: Public relations and media relations, computer software including word processing and desktop publishing, graphic design, social media channels, and video editing. Preference given to candidates with a working knowledge of Adobe Creative Suite.

Responsibility for: Working with departments on public relations efforts and programs; choosing the proper type of communication medium to present information to the Mayor's Cabinet, the City Council, citizens, media outlets, and other affected publics.

Communication Skills: Ability to professionally obtain and communicate information to the public. Must use tact and judgment to avoid friction; communicate effectively verbally and in writing; establish and maintain effective working relationships with employees, executives, and the public.

Tool, Machine, Equipment Operation: Requires regular use of a personal computer, printer, copier, and telephone system. Requires use of personal or city vehicle.

Analytical Ability: Prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects, or controls and frequently communicates with others. Moderate physical exertion is present due to moderate stooping and kneeling required. Employee will sit or stand for long periods of time and may move up to 20 pounds.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines; frequent contact with high-profile individuals.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

Dept/Division Approval: _____ DATE: _____

Human Resource Approval: _____ DATE: _____